



Heart of Missouri United Way

United Way Frequently Asked Questions

What areas does United Way focus on?

- United Way knows four essential areas exist that help people to reach their full potential.
 - **EDUCATION**

Heart of Missouri United Way funds programs that support school readiness, literacy and academic success.

 - **Our Targets**

Increase the number of youth who:

 - Enter school ready to succeed
 - Read proficiently by 3rd grade
 - Make a successful transition in and out of middle school
 - **HEALTH**

Heart of Missouri United Way promotes healthy behaviors in our community.

 - **Our Targets**

Increase the number of community members who:

 - Live a healthy lifestyle, eat well and who are physically active
 - Avoid substance abuse, smoking and teen pregnancy
 - Access physical, mental and dental health care
 - **FINANCIAL STABILITY**

United Way funds services that strengthen the financial stability and economic mobility of individuals and families who are financially vulnerable.

 - **Our Targets**

Increase the number of households who:

 - Gains in skills and/or credentials needed for employment and/or increased wages
 - Gain and sustain employment and/or increase income
 - Increase disposable income by increasing financial literacy and/or reducing costs and/or accessing benefits
 - **BASIC NEEDS**

Heart of Missouri United Way invests in services for families and individuals experiencing times of need and seeks to empower them to improve their future.

 - **Our Targets**
 - Basic needs (food, clothing, shelter, etc.)
 - Personal safety services for individuals and families who face threats to their immediate well-being, including but not limited to domestic violence, child abuse and sexual assault
 - A coordinated system of information and referral services



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What is your overhead?

- In 2017*, Heart of Missouri United Way's administrative and fundraising expenses were 12.8% and 14.6% respectively. In 2017, 72.4% of every dollar went directly to United Way grant funded agency programs exceeding the standards listed set in the Better Business Bureau's Standards for Charity Accountability which states a charity should spend at least 65% of total expenses on program activities. Furthermore, United Ways administrative and fundraising expenses are below Better Business Bureau's recommended 35%.
- We are committed to being good stewards of the funds received by donors. The Heart of Missouri United Way and our Impact Grants are funded 100% by local donations. This is a key component of our strategic plan. Our goal is a reduction in overhead of 5% from 2017 levels by 2021. If you have additional questions, please contact United Way.

* denotes most recent available data, will update when 2018 data becomes available.

Why should I give to United Way, when I can give directly to an agency?

- The value of making an investment in United Way is more than the grant funding we provide. It is also the collaborations we facilitate, training we offer, support provided to agencies and continual analysis of data to ensure grant dollars are impacting lives efficiently and effectively producing a return on your investment.
- "The challenges in our community are too large and complex to be solved by any one agency or organization. The solutions require collaboration and the most efficient and effective use of limited resources. The real value proposition of Heart of Missouri United Way is to facilitate those needed collaborations and to ensure that our limited resources are directed to overcoming those challenges." – Gary Thompson, Columbia Insurance Group

How many agencies are affiliated with United Way?

- There are 57 certified agencies in the Agency Partner Network. Of those, 34 agencies have programs receiving United Way Impact Grant funding.

Capacity building

- Heart of Missouri United Way leads a capacity building effort using the Core Capacity Assessment Tool (CCAT). This assessment assists agencies in recognizing and capitalizing on strengths and targeting specific areas of improvement. Targeted capacity building efforts lead to agencies achieving greater mission-driven impact.

How much money is invested in each impact area (Education, Health, Basic Needs, Financial Stability)?

- Our 2019-2020 community investments
 - Education – \$491,005 or 29%
 - Health - \$476,358 or 28%
 - Basic Needs – \$445,397 or 26%



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- Financial Stability – \$295,941 or 17%

Does my contribution to United Way leave the community?

- Dollars raised during our general fundraising campaign stay in Boone, Cooper and Howard counties. However, if funds are designated by donors to another United Way out of our area those funds will be disbursed according to the designation. There is a 1% fee paid to United Way Worldwide.

How does United Way determine which programs to fund?

- First, agencies must be certified and apply for funding. Second, United Way staff does not make funding decisions. All funding decisions are led by community volunteers and subject matter experts who form our Advisory Council. In the fall, United Way issues a request for proposals to the community, where agencies can submit proposals for programs that align themselves with our impact areas (Education, Health, Financial Stability and Basic Needs). The Advisory Council spends hundreds of hours reviewing proposals, conducting research and making site visits. The Advisory Council then makes funding recommendation to the United Way Board of Directors, who make the final funding decisions.

Does United Way fund programs that provide services to senior citizens?

- Yes, United Way funds agencies providing services to senior citizens.

Can my favorite non-profit receive funding?

- Any non-profit that has been certified for one year can apply for Impact Grant funding.

When do agencies receive donor dollars?

- Funds are raised annually through our community campaign. However, every month United dispenses donor dollars to agencies.

Does United Way receive federal support?

- No, United Way is a 501c3 tax exempt organization; 100% of our funding comes from the local community.

Is United Way subject to audits, reviews to ensure appropriate management/stewardship of funds?

- Yes, United Way is audited annually by a certified accounting firm.
- All financial documentation including 990, and the audit are available on our website.
- Heart of Missouri United Way has a Silver rating from GuideStar.org for transparency.



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How can I donate to Heart of Missouri United Way?

- Recurring gifts, perpetual gifts and payroll deductions are some of the easiest ways to give. You can also donate by visiting our website, www.uwheartmo.org.

What is a Leadership Circle Donor?

- Leadership Circle donors donate \$1,000 or more per year to Heart of Missouri United Way. This includes members of the Alexis de Tocqueville Society, honoring philanthropists donating \$10,000 or more annually.

What programs are currently funded by Heart of Missouri United Way?

For fiscal year 2018-2019, 47 programs received funding under the Impact Areas

EDUCATION

▪ Our Agencies and Programs

- Big Brothers Big Sisters: Middle School Mentoring
- Boonslick Heartland YMCA: Scholarships Program
- Boys and Girls Club of the Columbia Area: Triple Play Mind and Nutrition; out of school programming
- Central Missouri Foster Care and Adoption Association: Transitions
- Columbia Center for Urban Agriculture: Farm to School
- First Chance for Children: Lend & Learn Libraries
- Fun City Youth Academy: Summer Academy; Saturday Academy
- Grade A Plus: Academic Support and Enrichment Program
- Harrisburg Early Learning Center: Early Childcare
- Jabberwocky: STEAM Programming; Department of Youth Services Arts Education
- Mary Lee Johnston Community Learning Center: Early Childhood Education & Care
- Nora Stewart Early Learning Center: Early Childhood Education
- United Community Builders: Club Kid Connect; United Community School House

HEALTH

▪ Our Agencies and Programs

- Boys and Girls Clubs of the Columbia Area: Project Learn
- City of Refuge: Professional Development Program; Community Health Advocates & Refugee PTSD Counseling
- Columbia Center for Urban Agriculture: Opportunity Gardens



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- Family Counseling Center: School-Based Programming & Outpatient Services
- Family Health Center: Children's Dental Care Access & Caries Prevention Program
- First Chance for Children: Capacity Building Strategic Plan
- Great Circle: Impact US
- Lutheran Family & Children's Services of Missouri: Resource Parents
- Phoenix Programs: Enhanced Opioid Treatment for Young Adults

FINANCIAL STABILITY

▪ Our Agencies and Programs

- City of Refuge: Helping Refugees Live, Work, Learn & Stay Healthy
- Job Point: Skills Training & Employment Support for Older Youth
- Services for Independent Living: Work Readiness Program
- Love INC: Extra Mile and Side-by-Side Coaching
- Mid-Missouri Legal Services: MMLS Financial Stability Project
- Rock the Community: Rock the Workforce
- Unlimited Opportunities Inc: Family Support Services
- United Community Builders: Transformation

BASIC NEEDS

▪ Our Agencies and Programs

- Columbia Housing Authority Low-Income Services: Independent Living Program
- First Chance for Children: CRIBS
- Harvest House Inc: Homeless Shelter
- Heart of Missouri CASA: Court Appointed Child Advocacy Program
- Love INC: The Clearinghouse
- Mid-Missouri Legal Services Corporation: MMLS Housing Law project
- Rainbow House: Children's Emergency Shelter & Advocacy Center
- Services for Independent Living: Safe at Home/Senior Connect
- The Food Bank for Central & Northeast Missouri: Buddy Pack Program; Central Pantry
- The Salvation Army: Harbor House (24-Hour Emergency Shelter)
- True North of Columbia: Advocacy Services
- Turning Point Day Center: Homeless Drop-In Day Center
- Voluntary Action Center: Basic Needs & Emergency Services